

Abstract

This bachelor's thesis focuses on the issue of the adaptation of democracy to the increasing influence of digitization. First, in the introductory part, the context is set in the ongoing debate about the given issue within the experts. After that, key concerns about democracy in the digital age, the attitudes of optimists and pessimists, and the possibilities of using social networks in political campaigns are presented. Subsequently, the practical part contains qualitative research, which is carried out using the case study method. The chosen case study is the misuse of data in the Brexit campaign, also known as the "Cambridge Analytica & Facebook scandal". The final part deals with the reaction of the European Union and the attitude towards the current measures. The aim of the thesis is to point out the issue of misuse of digital platforms in the framework of political campaigns and the violation of the basic principles of democracy. The thesis seeks an answer to the main research question leaked in the introduction: "Can we consider the way in which the European Union responded to the growing influence of technology in political campaigns to be sufficient?". Based on the obtained data and a detailed analysis of the given case study, this thesis concludes that the current measures in connection with the issue of misuse of personal data are not sufficient and digitalization should be selected as one of the main priorities within the strategic plan of the European Union setting goals for the next five years period. Last but not least, the work concludes that the steps leading to the introduction of adequate measures by the European Union are slow compared to the speed of digitization and instead of prevention, it largely comes as a reaction to problems that have already arisen.